WHAT IS CLAIMED IS:

1   1.   A computer program product for creating a multi dimensional
2 report from information in at least one database, said computer program product
3 comprising:
4   code for receiving a definition of at least one customer profile of a
5 plurality of customer profile groups;
6   code for receiving from a user input indicating a report configuration
7 selection;
8   code for creating at least one first dimension table based upon said report
9 configuration selection and said information;
10   code for creating at least one fact table based upon said report
11 configuration selection and said information;
12   code for providing a report comprised of said at least one first dimension
13 table and said at least one fact table; and
14   a computer readable storage medium for containing the codes.

1   2.   The computer program product of claim 1 wherein said report is an
2 customer profile report, said information further comprising business performance
3 measures, said code for creating at least one first dimension table further comprising:
4   code for creating a customer profile hierarchy; and said code for creating
5 at least one fact table further comprising:
6   code for aggregating said business performance measures according to
7 said customer profile hierarchy.

1   3.   The computer program product of claim 1 wherein said report is an
2 operation report, said information further comprising business performance measures,
3 said code for creating at least one fact table further comprising:
4   code for aggregating said business performance measures; and
5   code for filtering said customer profiles.

1   4.   The computer program product of claim 1 wherein said report is a
2 customer behavior report, said information further comprising customer records, said
3 code for creating at least one first dimension table further comprising:

4   code for creating a customer profiles; and said code for creating at least

5   one fact table further comprising:

6   code for aggregating customer records based on said customer profiles.

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1   5.   The computer program product of claim 1 further comprising:

2   code for creating a list of customers for each customer profile in said

3   plurality of customer profile groups; and

4   code for creating customer classification components in a meta model for

5   each customer profile group.

1   6.   The computer program product of claim 1 wherein said

2   information comprises telecommunications information.

1   7.   The computer program product of claim 1 wherein said

2   information comprises financial information.

1   8.   The computer program product of claim 1 wherein said

2   information comprises retail marketing information.

1   9.   The computer program product of claim 1 wherein said

2   information comprises insurance information.

1   10.   The computer program product of claim 1 wherein said

2   information comprises health care information.

1   11.   A computer program product for creating a multi dimensional

2   report from information in at least one database, said computer program product

3   comprising:

4   code for receiving a definition of at least one customer profile of a

5   plurality of customer profile groups;

6   code for creating a list of customers for each customer profile in said

7   plurality of customer profile groups;

8   code for creating customer classification components in a meta model for

9   each customer profile group;

10   code for receiving from a user input indicating a report configuration

11   selection;

12   code for extracting information from said at least one database;

13   code for creating at least one first dimension table based upon said report

14   configuration selection;

15   code for creating at least one fact table based upon said report

16   configuration selection and said information;

17   code for providing a report comprised of said at least one first dimension

18   table and said at least one fact table; and

19   a computer readable storage medium for containing the codes.

1   12.   The computer program product of claim 11 wherein said report is

2   an customer profile report, said information further comprising business performance

3   measures, said creating at least one first dimension table further comprising:

4   code for creating a customer profile hierarchy; and said code for creating

5   at least one fact table further comprising:

6   code for aggregating said business performance measures according to

7   said customer profile hierarchy.

1   13.   The computer program product of claim 11 wherein said report is

2   an operation report, said information further comprising business performance measures,

3   said code for creating at least one fact table further comprising:

4   code for aggregating said business performance measures; and

5   code for filtering said customer profiles.

1   14.   The computer program product of claim 11 wherein said report is a

2   customer behavior report, said information further comprising customer records, said

3   code for creating at least one first dimension table further comprising:

4   code for creating a customer profiles; and said code for creating at least

5   one fact table further comprising:

6   code for aggregating customer records based on said customer profiles.

1   15.   The computer program product of claim 11 wherein said

2   information comprises telecommunications information.

1   16.   The computer program product of claim 11 wherein said

2   information comprises financial information.

1 17. The computer program product of claim 11 wherein said
2 information comprises retail marketing information.

1 18. The computer program product of claim 11 wherein said
2 information comprises insurance information.

1 19. The computer program product of claim 11 wherein said
2 information comprises health care information.

1 20. A computer program product for transferring information from a
2 first database, said first database organized according to a first data model, to a second
3 database, said second database organized according to a second data model to serve as the
4 basis of analysis of the data, said computer program product comprising:
5 code for receiving as input a first data model definition;
6 code for receiving as input a second data model definition;
7 code for creating a mapping, said mapping providing a translation for data
8 from said first data model to said second data model;
9 code for migrating said data from said first database to said second
10 database according to said mapping; and
11 a computer readable storage medium for containing the codes.

1 21. The computer program product of claim 20 wherein said first data
2 model comprises a star schema.

1 22. The computer program product of claim 20 wherein said second
2 data model comprises an identity centric data organization.

1 23. The computer program product of claim 22 wherein said identity is
2 a customer identity.

1 24. The computer program product of claim 20 wherein said
2 information comprises telecommunications information.

1 25. The computer program product of claim 20 wherein said
2 information comprises financial information.

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26. The computer program product of claim 20 wherein said information comprises retail marketing information.

27. The computer program product of claim 20 wherein said information comprises insurance information.

28. The computer program product of claim 20 wherein said information comprises health care information.

29. The computer program product of claim 20 wherein said second data model comprises a reverse star schema.

30. A computer program product of analyzing information from a database, said database organized according to a first data model, said computer program product comprising:
    code for receiving as input a definition of a second data model;
    code for creating a mapping from said first data model to said second data model;
    code for analyzing said data based upon said second data model and said mapping; and
    a computer readable storage medium for containing the codes.

31. The computer program product of claim 30 wherein said first data model comprises an identity centric data organization.

32. The computer program product of claim 31 wherein said identity is a customer identity.

33. The computer program product of claim 30 wherein said information comprises telecommunications information.

34. The computer program product of claim 30 wherein said information comprises financial information.

35. The computer program product of claim 30 wherein said information comprises retail marketing information.

1   36.   The computer program product of claim 30 wherein said

2 information comprises insurance information.

1   37.   The computer program product of claim 30 wherein said

2 information comprises health care information.

1   38.   A system for visualizing information, said system comprising:

2   an OLAP server;

3   at least one data source;

4   a data warehouse;

5   at least one decision support computer, interoperable with said data

6 warehouse, said at least one data source and said OLAP server;

7   wherein said decision support computer is operatively disposed to:

8   create a mapping, said mapping providing a translation for data in said at

9 least one data source to said data warehouse;

10   migrate said data from said at least one data source to said data warehouse

11 according to said mapping; and

12   provide said data to said OLAP server for display.